
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Matz

Group Art Unit: 2448

Application No.: 10/039,062

Examiner: Strange, Aaron

Filed: December 31, 2001

Attorney Docket: 01376

Title: "Methods and System for Targeted Content Distribution Using Tagged Data Streams"

**37 C.F.R. § 1.111 RESPONSE TO
NOVEMBER 4, 2010 OFFICE ACTION**

Commissioner for Patents:

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed November 4, 2010. The Assignee respectfully submits that the pending claims distinguish over the cited documents.